

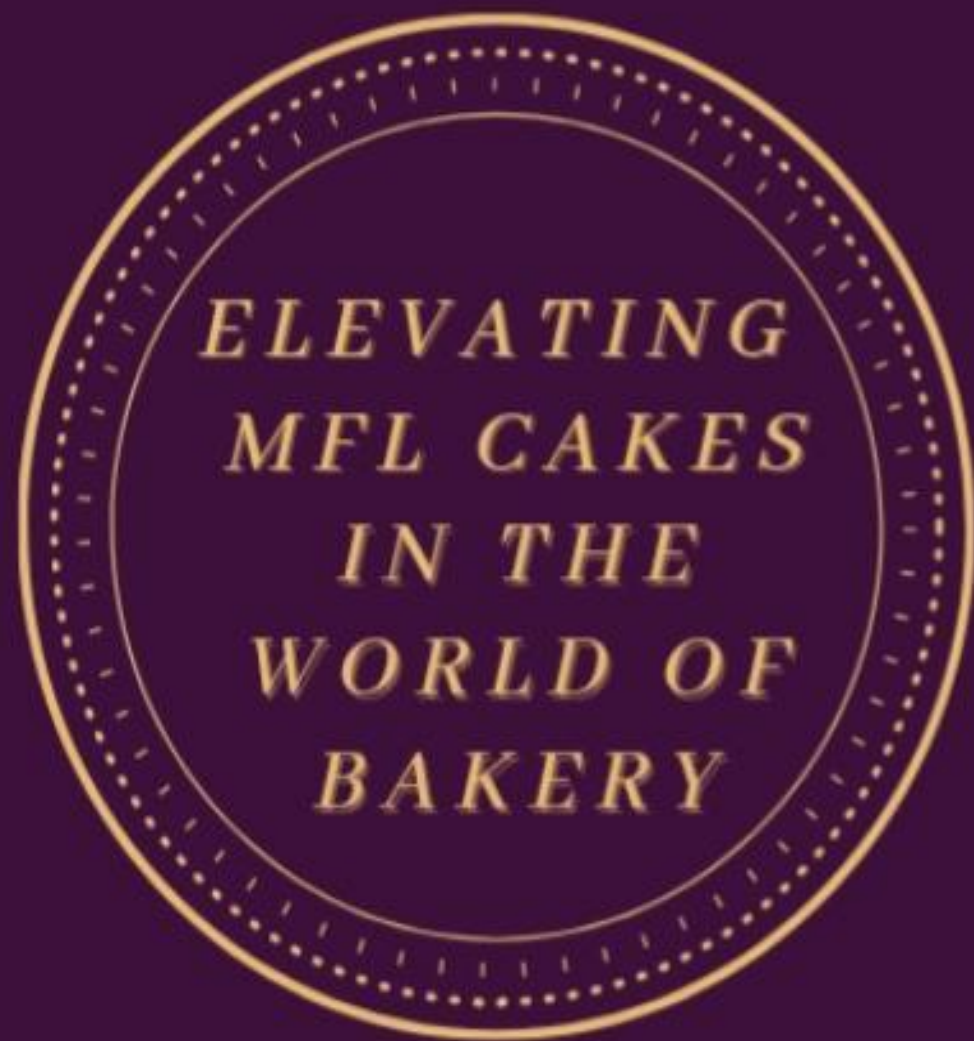
PRESENTED BY



UID: VED10075

UID: VED10091

UID: VED10099



PROBLEMS

- AFFORDABLE PRODUCTS BUT COMPROMISED RANGE, TASTE, VARIETY
- PRICE AND PACKAGING NOT APPEALING ALL DEMOGRAPHICS
- ABSENCE OF ONLINE DOMINANCE, LACK OF FOOT TRAFFIC 24/7
- CUSTOMIZATION LIMITED; COMPETITION

SOLUTIONS

- Business Strategy upgradation for all type of cake enthusiasts
- Optimization of visual effect: sophistication at all level
- Online marketing: dominance and aggressive presence
- Seal of approval: Franchise remodelling
- Table-d-hote: Robust changes on product line, combo offers, R&D, Staff training

MONGINIS FOODS LTD (MFL)

KEY POINTS

- Partnership with e-wallet resources
- Networking for multi-end customization
- Pricing restructuring, visual rebranding
- Combo-meal, Day-hour-deal, Dine-in outlet
- "Cookie with Cake", "Tea with Takeaway"
- "Launch "Mini-version of upcoming-items"
- Customer feedback, support, retention
- Enter the niche of competitors



NEW APP !!!



REBUILD CAKE DYNASTY

**PRICING WITH
"49"/59/"99"**



**CUSTOMIZATION
CAMPAIGN**



**FIGHT OR
FLIGHT!,
GROW FAST!**

**TALK MORE
SALE MORE**



**WHAT'S
NEW IN MY
MENU?**

WHERE'S MY CAKE?



1902-1970
Mongini Ltd.
Mumbai
Khorakiwalla

1971-1997
Monginis cake shop
1-200 all India shop
ATR 8 Crore INR

1998-2005
Before 2005 , ATR 70
crore

2006-2019
ATR 950 million INR
395% growth in 14
years
150 city-700+ shops
2000+ employees
1 PU/38 cities
Mission: Egypt

2020-2021
ATR 3 million USD
395% growth in 14
years
14 cake factory
70+ super stockist
1000+ shops
1000+ franchise
1700+ distributor
1.4k customer/day

2025
CHALLENGES
CAGR
young buyers
"Value-for
Money"
Competition !!
What's new?

Vission and Misssion

The Problem-Solution Matrix to boost marketing strategies in front of t competition from versatile domain specialists



FINANCIAL FOCUS

Improving annual growth by shifting customer base and operating model



CUSTOMER FOCUS

Attract online buyers and young generation (15-35yrs old) who can afford high end customized products



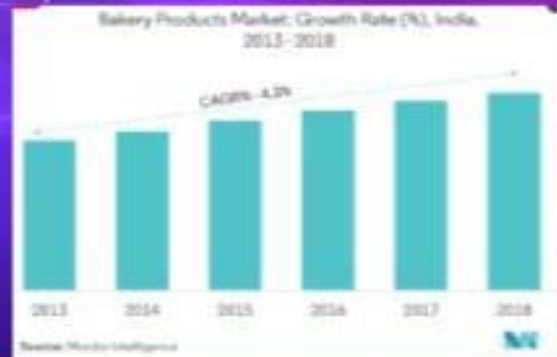
LEARNING FOCUS

Optimization and possible minimization of franchise overdependence



PROCESS FOCUS

Innovation, visual reshaping, customer engagement, novel add-ins



ANNUAL TURNOVER OF BAKERY BUSINESS (2020)

1-5 MILLION USD

Monginis

Tilly Surprise

Pena Cake shop

Cake studio

10 MILLION USD

Farma e patate

Winnit

Bibbiana and Sallena

Denish



Challenges Vs Strength

Versatile product availability in market, Technical advancement, Lack of trained personnel at retail points, product experimentation low

Legacy, Brand value, Quality for money, local product-local taste- local people

Our formula

- The Monginis cake shop under MFL needs no rebranding as it's already the key player in the market. Their basic motto to deliver cakes and other items at affordable prices to a large range of customers backed with a strong quality assessment procedure has gained trust and brand value in all these decades. However, Arrival of strong and innovative competitors, usage of cutting-edge techniques, expansion of western food habit among buyers and growth in per capita income especially among younger generation has slowed down its growth pace. To be the part of every celebration at every doorstep they need to check modern customer's pulse and why and how they should always choose Monginis cakes and confectionaries over others.*

B

**BUSINESS
STRATEGY**

special offers,
customer feedback,
partnership with E
wallet companies,
India and beyond

O

**ONLINE
PLATFORM**

advertisement,
product
popularization
scheme,
social media
marketing,
app and website

O

**OPTIMIZING
VISUALS.**

eco-friendly
packaging,
better
amenities,
stylish product
presentation

S

**SEAL OF
APPROVAL**

segregate low
range from high
range products,
dine-in facilities
at selected elite
outlets,
franchise
remodeling

T

TABLE D' HÔTE

introduce menu
card,
experiment with
taste name visual
and variety,
designer cakes
designs,
signature item



- **Partnership with e-wallet companies** would attract large demographic of customers along with expanded business market
- Experiments should be done in order to have **novelty in flavor, stuffing, choice of cream, bread category, pro-health variants**
- **Mini versions** of such products could be freely distributed among the customers for their feedback
- **Hour-deal / day-deal** should be implemented for example **“cookie with cake”** and **“tea with takeaway”**



ONLINE PLATFORM



Advertisement

- ❖ To increase sales specially after launching new products by distributing brochures.
- ❖ Helps in expanding the Business. It also helps business to stay ahead of the game while competing with other business.

Social Media Platforms

- ❖ Should popularize in social media platforms by Microblogging (Twitter, Tumblr), Photo sharing (Instagram, Snapchat, Pinterest etc.)
- ❖ Appealing to younger, social-savvy customers will become much more easier.



Company App

- ❖ Having personalized app is important as it can engage huge mass of customers and reach them all at one click.
- ❖ It will also improve service quality by collecting valuable feedback and reviews from customers.



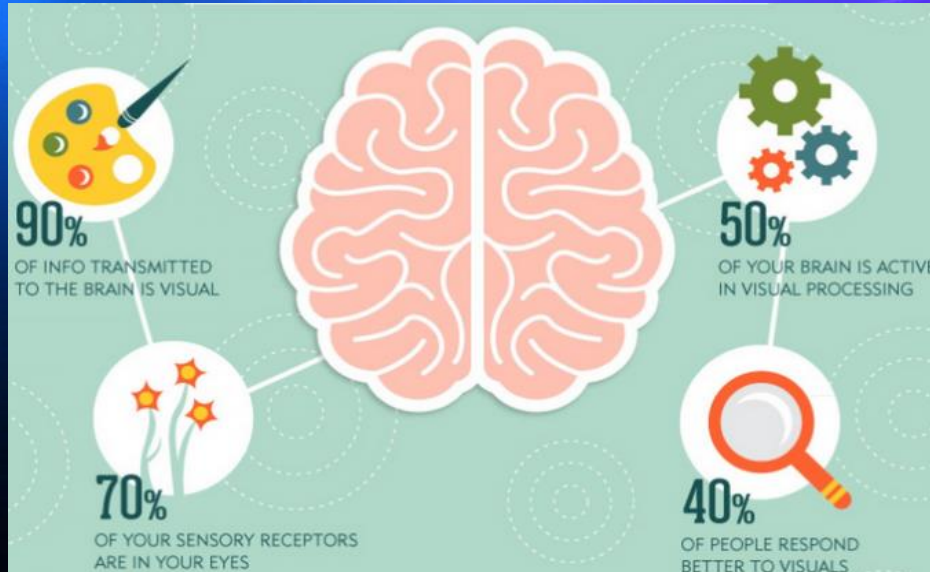
Website Modification:

- ❖ Redesigning the website is important as it will expand the list of services that Monginis provide so that each visitor and customer is aware of everything they offer.
- ❖ Can be more SEO friendly.



OPTIMIZING VISUALS

- Brands have, on average, about **7 seconds** to make a good impression before the customer moves on to the next option.
- Product presentation (in-store and on-line), better naming and pricing tags, effective and appealing packaging format increases customer retention quotient



According to one survey,
52%
of online customers report they would continue purchasing from the same company if they receive premium packaging.



Captivate Your Audience With Visual Branding

The Guardian conducted a study and found that
70%
of consumers view brands that use eco friendly packages



SEAL OF APPROVAL

City	Year of Establishment	No. of Cake Shops
Mumbai	1972	165
Kolkata	1991	115
Pune	1995	48
Hyderabad	1996	7
Rajkot	1998	10
Nasik	1999	10
Goa	2000	29
Baroda	2000	24
Ahmadabad	2003	19
Surat	2004	14
Orissa	2005	5

Fig: Number Of franchise shops in 2013



CURRENT REQUIREMENT FOR FRANCHISE:

1. Investment of 10 lakhs INR + security charge of 1 lakh INR(refundable)
2. Min area of 250 sq. feet is required
3. Agreement tenure is of 3 years

- Two types of franchise should exist:
 - Hoi Polloi
(for low to middle income customer base)
 - Elite Club
(for NRIs and higher income customer base; location specificity)

HOI POLLOI

- A little less investment than the current one
- Quality products at affordable prices
- Easy take-away
- Free home-delivery within a specific distance from the shop

ELITE CLUB

- A little more investment than the current one
- Offers extravagant products
- Easy dine-in without extra costs
- Special arrangement for small occasions like birthdays and anniversaries for 5-10 people



TABLE D' HÔTE [MENU]



VARIETIES/ OPTIONS

Variation of already familiar products required to increase the buying option
example:

*CHEESE CHICKEN
PUFF
CHOCO LAVA
FUSION
RUM N ROLL
PAIRED PASTRY
DOUBLE DECKER
CHICKEN BASKET*

MENU CARD

Menu card is important as it will simply let the guests to know what they will be having, as some guests may be under special diets

Specify day specific/
hour specific deals
on some special items to attract more customers.

INNOVATION

Cakes designs names, flavors, ingredients should be innovative specially the ones that are readily available in the shop.

example:

*Crazy cupcake
Pinocchio cake
FRENCH BAGUETTE
BASILO PESTO BREAD
SUNDRIED TOMATO &
CHEESE PANINI*

SIGNATURE ITEMS

Signature Item is necessary as it has the potential to bring significant growth
example:

FONDANT CAKE

This types of cakes have super smooth and silky finishing. Used to make sculptures and intricate designs. Really soft and chewy.

Recipe of successful bakery business

That Monginis could learn...

Bakery industry is rapidly booming in India with an estimated ATR of 12.39 billion USD by 2026. Critical analysis of business policies extracted from Bakery start-ups revealed some key points

- 1**
Product innovation
 Conducting market research and identifying customer needs; Niche selection and signature product range
- 2**
Marketing Strategy
 Creating a solid, research-based strategy to address and improve the business; advanced online marketing policy
- 3**
Innovation and Implementation
 Listing down actionable items, investment in innovation and putting them into effect; optimization of manufacturing and distribution units
- 4**
Review and Assessment
 Evaluate goals and identify the next steps, concrete customer feedback based report analysis, identification of grey zones; special customer retention policy



BREÅ's live bakery model in Bengaluru Airport

Live bakery
 Herb based organics
 Eco-friendly packaging
 Company tie-up
 Cookie box designing
 B2B model



Logo redesigning enhanced sale output for *The Brownie point*

Major Players

1. Monginis
2. ELITE GROUP OF COMPANIES
3. Britannia Industries Limited
4. Parle Products Pvt Ltd
5. Modern Food Enterprises Private Limited

Market Concentration



Source: India Intelligence



Highly interactive user interface

SKUs: WINNI → 30K MONGINIS → 30+



Currency choice
 Franchise upgrade
 Diversified option



BREÅ's Bangalore Cookies

For "Long shelf life products" Britannia and Parle are main opponent with huge R & D infrastructure, aggressive marketing and wide acceptance cum over-sized distribution pattern

femsnpetals
 HUGE FRANCHISE BASE FOR CUSTOMISED GIFTS

BOOST's Five Forces

Fresh
Look
Fine
Products

Franchise
Power Up

Rivalry

Pairing
Caring

More
Freedom
to Buyers

To gauge the competitiveness of MFL's business by next 5 years our recommendation is to utilize BOOST's Five Forces. It will help the thriving Cake hub to become more observant of it's market niche, and will allow the enterprise in high-output strategy building in terms of growth.

The solution system is meant to maximize profitability by providing a clear picture of the environment, going beyond the behavior and activities of competing companies and trends of online marketing

The major factors to consider are competitive rivalry, full utilization of franchise model, maximize buyer freedom cum more customization avenue, product face-lifting and thorough networking threat for sustenance with tech-ruled online market.

R E F E R E N C E

<https://en.wikipedia.org/wiki/Monginis>

https://www.academia.edu/9031810/Monginis_The_Cake_Shop

blog.hubspot.com

franchiseindiaweb.in

Businessindia.co

Winni.in

[business standard.com](http://businessstandard.com)

<https://stock.adobe.com/in>

